

AXA Assistance recruits Kelly Ward to drive growth in core markets

AXA Assistance UK, has appointed Kelly Ward as Sales and Marketing Director to accelerate growth in four key areas: Motor, Property, Health and Legal Assistance.

Kelly joins from Legal & General where he was Sales Development Director specialising in the banks and building societies market.

He will play a key role in product innovation, driving business development and enhancing client propositions, targeting the Corporate, Financial Services and Intermediary channels.

Kelly commented; “AXA Assistance represents an exciting combination of innovation, speed to market and a global brand. This is an enviable foundation to provide market leading Assistance solutions.”

Bob Ewers, CEO, AXA Assistance UK & Ireland, said: “Kelly’s appointment is of strategic importance to our business as we look to take full advantage of our market position and capability. This appointment underlines our ambition to accelerate the growth of our business and in particular our recently launched property assistance offering”.



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Notes to Editors

Photograph: Kelly Ward, Sales and Marketing Director, AXA Assistance UK

Please refer to the company as AXA Assistance. The name should not be abbreviated to AXA

About AXA Assistance UK Ltd

In the UK, AXA Assistance has offered a wide range of assistance services since 1976 for a variety of international and national organizations such as insurance brokers, health and pharmaceutical entities, motor manufacturers, insurance companies, banks, etc. Its 24/7/365 service centres are operated from 2 offices – one in the UK and one in the Ireland - by more than 360 coordinators entirely dedicated to delivering high quality services to customers. AXA Assistance aims to develop flexible and tailor-made solutions to better suit customers' needs and, moreover, can help retain customer loyalty. For more information on AXA Assistance UK Ltd please visit: www.axa-assistance.co.uk. AXA Assistance UK is authorised and regulated by the Financial Services Authority, firm number 439069.

About AXA Assistance Group

AXA Assistance, founded in 1959, is a leading assistance company, with a turnover of €929 million in 2010, handling 6 million cases a year and employing more than 6250 people in more than 30 countries across five continents. AXA Assistance's headquarters are in Paris, France and it is a wholly owned subsidiary of AXA, one of the world's largest insurance groups. For more information on AXA Assistance please visit: www.axa-assistance.com

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